When advocating for DECA and CTE during Career and Technical Education Month® and throughout the year, you must be prepared to provide accurate information and answer questions without hesitation. Most likely, your interactions with community members, school administrators and policymakers will be brief and you’ll only have a few seconds to grab their attention.

Here’s a quick guide to help you get the most out of DECA’s 2019-2020 Fact Sheet and extract quick, to-the-point information that will help you make the case for CTE.

DECA’s Guiding Principles

INTegrates into Classroom Instruction
An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

Applies Learning
DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

Connects to Business
Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

Promotes Competition
As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

DECA prepares the next generation to be...

Academically Prepared
DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Community Oriented
Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

Professionally Responsible
DECA members are poised professionals with ethics, integrity and high standards.

Experienced Leaders
DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

Advocacy Action
Knowing the basics of DECA’s brand helps all members speak in one, consistent voice. While it may be difficult to concisely sum up your DECA experience, using these phrases can help!

Mission Statement
DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

Descriptor
DECA Inc. is a 501(c)(3) not-for-profit student organization with nearly 225,000 members in all 50 United States, Canada, Guam, Puerto Rico and Germany. The United States Congress, the United States Department of Education and state, district and international departments of education authorize DECA’s programs.

Guiding Principles
DECA’s Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA prepares the next generation to be academically prepared, community oriented, professionally responsible and experienced leaders.
With a 75-year history, DECA has impacted the lives of more than ten million students, educators, school administrators and business professionals since its founding.

**TOTAL MEMBERSHIP**

DECA Inc.’s membership is comprised of many different individuals who come together to form an organization nearly 225,000 members strong.

There are student members from both the high school and collegiate divisions, advisors from both divisions, professional members and alumni members.

The High School Division includes nearly 219,000 members and the Collegiate Division includes nearly 6,000 members.

**ADVOCACY ACTION**

When advocating for DECA and Career and Technical Education, this data can be used as measurable evidence of how DECA impacts students in colleges and high schools around the globe. It also shows your chapter/school is connected to a larger, international organization.

**MEMBERSHIP BY ASSOCIATIONS**

DECA is an international organization with members across the globe. This map shows the geographic spread of members across several associations (states, provinces and countries).

**ADVOCACY ACTION**

The information on the map will be beneficial for the moment a policymaker (or any other individual) asks, “Where does DECA have members?” Color-coded by quantity of members, you can also get a sense for the size of your own association.
The student members of DECA represent many different populations. When advocating for DECA, use this data to highlight the organization’s diversity. There is an equal opportunity for every student in DECA, regardless of their gender or race/ethnicity.

**HIGH SCHOOL**

- **RACE/ETHNICITY**
  - White: 58.4%
  - Asian/Native Hawaiian: 12.6%
  - Black: 12.5%
  - Latino/Hispanic: 10.6%
  - Middle Eastern: 0.9%
  - American Indian: 0.7%
  - Other: 4.3%

- **GRADE LEVEL**
  - Middle School: 1%
  - Freshman: 24%
  - Sophomore: 29%
  - Junior: 30%
  - Senior: 16%

- **GENDER**
  - Female: 50%
  - Male: 45%
  - No Response: 5%

**COLLEGIATE**

- **RACE/ETHNICITY**
  - White: 55.0%
  - Latino/Hispanic: 14.6%
  - Black: 12.4%
  - Asian/Native Hawaiian: 8.9%
  - Middle Eastern: 1.5%
  - American Indian: 0.6%
  - Other: 7.0%

- **GRADE LEVEL**
  - Freshman: 58%
  - Sophomore: 21%
  - Junior: 13%
  - Senior: 7%
  - Graduate: 1%

- **GENDER**
  - Female: 44%
  - Male: 40%
  - Other: 3%
  - No Response: 13%

Data based on paid DECA Inc. membership during the 2019-2020 academic year.

NON-DISCRIMINATION POLICY

DECA inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status are treated equally and respectfully.
DECA makes a lasting impact on its members. From participating in educational conferences and learning new skills to influencing future plans, students who participate in DECA are more prepared for their future.

HOW DECA PREPARES STUDENTS

DECA members are academically prepared and equipped to conquer the challenges of their aspirations. DECA ignites a passion for business which many members carry into their post-secondary and career plans.

In addition to exposing members to many business-related areas of study, DECA members are also ambitious, high-achieving students who participate in advanced courses and programs.

ADVOCACY ACTION

This information is valuable to share because it shows that DECA Inc. is fulfilling its mission. Those who invest in the organization want to see that the money they invest is making a positive impact.

BUSINESS COURSES TAKEN

When advocating to school administrators, colleges, universities and future employers, these are valuable statics to share. The data shows which business-related courses are taken by members.

ADVOCACY ACTION

These statistics are valuable to share with high school counselors and CTE directors. The data shows the amount of interest DECA members have in business courses. This data is also valuable to share when developing partnerships with local businesses for mentor opportunities, internships and competitive event topics.

COLLEGE MAJOR

<table>
<thead>
<tr>
<th>DECA</th>
<th>National</th>
</tr>
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<tbody>
<tr>
<td>Business/Management</td>
<td>34.7%</td>
</tr>
<tr>
<td>Marketing</td>
<td>16.9%</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>10.0%</td>
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<tr>
<td>Accounting</td>
<td>9.7%</td>
</tr>
<tr>
<td>Finance</td>
<td>6.9%</td>
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<tr>
<td>Advertising</td>
<td>6.0%</td>
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<tr>
<td>International Business</td>
<td>4.4%</td>
</tr>
<tr>
<td>Fashion</td>
<td>2.9%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>2.0%</td>
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CAREER

<table>
<thead>
<tr>
<th>DECA</th>
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<tbody>
<tr>
<td>Business/Management</td>
<td>39.1%</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>35.7%</td>
</tr>
<tr>
<td>Marketing Communications</td>
<td>29.2%</td>
</tr>
<tr>
<td>Finance</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

DECA members are academically prepared students who will enter college with credits and other forms of academic credentials.

Throughout high school, DECA members focus their business-related studies on marketing, finance, hospitality, business management and entrepreneurship.

COURSES TAKEN

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<tbody>
<tr>
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<td>Management/Administration</td>
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<tr>
<td>Sports + Entertainment</td>
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<tr>
<td>Hospitality</td>
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</tbody>
</table>
21ST CENTURY SKILLS

21st Century Skills are the core abilities needed to succeed in today’s workplace. These include critical thinking, communication, creativity, problem solving, perseverance, collaboration, information literacy and technology skills.

■ ADVOCACY ACTION

Business leaders like to know that their future employees will be ready to apply these skills when they enter the workforce. It is important to highlight how DECA teaches these skills, giving members a professional head start over their peers.

COLLEGE AND CAREER PLANS

Policymakers, business leaders and community members want to know what is next for the students they are investing in. It is essential to showcase that the DECA experience extends beyond high school into future educational and career plans.

PREPARING THE NEXT GENERATION

The purpose of this data is to highlight the positive impact DECA has on its members, allowing them to become community-oriented and experienced leaders.

■ ADVOCACY ACTION

Nothing grabs people’s attention like impressive statistics, but sharing facts alone is not enough to convey the benefits of supporting DECA. Be sure to incorporate these stats into your own, unique story of how DECA has had an impact on your life.